



Wisconsin Department of Transportation Local Program Logo Guidelines

The Wisconsin Department of Transportation (WisDOT) Local Program Logo is to be used in conjunction with all services and medium connected to the Local Program. The goal of the logo is to express a singular representation of the program. The logo should be used as widely as possible to promote the various Local Program options. It is intended to provide shareholders a recognition and association to the Local Program as administered by the Department.

- You shall use the logo(s) only in the exact form provided by WisDOT and only to accurately and actively associate your correspondence or medium to the WisDOT's Local Program. This could include:
 - Program Promotional Materials for Advertising & Announcements
 - Program Applications
 - Program Website Links
 - Program Brochures & Manuals
 - Program Correspondence –Letterheads, Memos....
 - Program Training Materials
 - Program Slideshows & Presentations
 - **Logo to be placed at the top of the document**
 - **Email Signature Blocks is optional**
- You shall not incorporate the logo(s) into any other logo or design.
- You shall not alter or change the logo in any way, shape, or form.
- No other logo or design element should appear within 0.5 inches of the Local Program logo.
- The logo must always be displayed at a size large enough to read the agency names.
- The logo should not be used as a screen or with a background underneath it.
- Your limited right to use the logo(s) within the requirements of your work duties and does not constitute a grant of any other right or license. All other rights are reserved by WisDOT.
- **Work with the Region LPPM for appropriate placement.**